**Remarks**

Claims 1-13 have been amended. Claims 14-20 have been added. Claims 1-20 are now in the case.

**I. Rejection of claims 1-13 under 35 U.S.C. 112**

Claims 1-13 have been amended and the rejection under 35 U.S.C. 112 is respectfully submitted to no longer be applicable.

**II. Rejections under 35 U.S.C. 102 and 35 U.S.C. 103; Amendments**

Claims 1-3 have been rejected under 35 U.S.C. 102(b) based on Bittner. Claims 1-3 have been rejected under 35 U.S.C. 102(b) based on Damuth. Claims 1 and 3-4 have been rejected under 35 U.S.C. 102 based on Sawyer. Claims 1-4 have been rejected under 35 U.S.C. 102(b) based on Torongo. Claims 9-11 have been rejected under 35 U.S.C. 102(b) based on Bittner. Claims 9-11 have been rejected under 35 U.S.C. 102(b) based on Damuth. Claims 9 and 11 have been rejected under 35 U.S.C. 102(b) based on Sawyer. Claims 9-11 have been rejected under 35 U.S.C. 102(b) based on Torongo. Claims 6-8 have been rejected under 35 U.S.C. 102(b) based on Damuth. Claims 6-8 have been rejected under 35 U.S.C. 103 based on Torongo in view of Damuth. Claims 5 and 12-13 have been rejected under 35 U.S.C. 103(a) based on Larson ('995), Larson ('801), Hoefkes, and Hardy.

Claim 1 has been amended and now specifies:

1.An apparatus comprising:
a base, the base having a front surface and a rear surface opposite the front surface;
an extension attached to the front surface of the base and extending outward from the front surface of the base;
a first prong attached to the rear surface of the base and extending outward from the rear surface of the base, the first prong having a first tip, the first prong adapted to be

inserted into a first hole of a pegboard;

a second prong attached to the rear surface of the base and extending outward from the rear surface of the base, the second prong having a second tip, the second prong adapted to be inserted into a second hole of the pegboard;

wherein the first prong and the second prong are spaced apart from each other and are substantially parallel to each other;

wherein the extension has a first dimension, a second dimension, and a third dimension, wherein the first, second, and third dimensions are substantially perpendicular to one another;

wherein the first dimension is substantially greater than the second dimension and the second dimension is substantially greater than the third dimension;

wherein the extension extends outward from the front surface of the base in the first dimension;

wherein the second dimension is substantially perpendicular to a line segment which includes the first tip of the first prong and the second tip of the second prong; and

wherein the third dimension is substantially parallel to the line segment.

In one or more embodiments of the present application, an apparatus is disclosed comprised of a base 16, an extension or extension portion 25, a first prong such as prong 12 and a second prong, such as prong 14. (Present application, Fig. 1, pg. 3, second to last paragraph) The base 16 has a front surface and a rear surface opposite the front surface. (Id.). The extension portion 25 is attached to the front surface and extends outward from the front surface. (Id.) The prongs 12 and 14 extend outward from the rear surface of the base 16. (Id.) Each of the prongs 12 and 14 has a tip and each is adapted to be inserted into the hole of a pegboard. (Id. and Fig. 3). The prongs 12 and 14 are spaced apart from each other and are substantially parallel to each other. (Id.)

The extension portion 25 has first, second, and third dimensions which are substantially perpendicular to each other. (Id.) The first dimension is substantially greater than the second dimension which is substantially greater than the third dimension. (Id.) The extension portion 25 extends outward from the front surface of the base 16 in the first dimension. (Id.) The second dimension is substantially perpendicular to a line segment which includes the first tip of the first prong and the second tip of the second prong. (Id.) The third dimension is substantially parallel

to the line segment. (Id.) This particular orientation in one or more embodiments of the present invention allows a plurality of packages to be overlaid in a space-minimizing manner (Present application, Fig. 3) and allows the name of the product to be placed where it can be seen from a distance. (Id.)

None of the patents cited satisfies or suggests the combination of limitations of amended claim 1. Larson ('995) discloses an extension or arm 40 having first, second, and third dimensions. (Larson, Fig. 3). The first dimension of the extension or arm 40 extends outward from a front surface of base 31. (Larson, Fig. 3) First and second prongs or leg elements 36 are also provided which extend outward from a rear surface of base 31. (Larson, col., 3, lns. 20-63). Larson's arm 40 has a second dimension (i.e. the flat horizontal portion of arm 40) which is substantially greater than a third dimension (i.e. the edge of the arm 40). (Id.) However, Larson's arm 40 is oriented differently with respect to prongs or leg elements 36 (Larson, Fig. 3) as compared with an embodiment of the present invention. (Present application, Fig. 1) Larson's second dimension (the flat horizontal portion) is parallel to a line segment including the tips of prongs 36, and Larson's third dimension (the edge) is perpendicular to a line segment including the tips of prongs 36.

Claim 1 is submitted to be allowable for at least the foregoing reasons. Claims 2-5 and 14-18 are dependent on claim 1 and are submitted to be allowable for at least the same reasons. Claims 2-5 and 14-18 also show one or more further limitations which at least in combination with other limitations are not shown by the prior art cited.

Claim 6 has been amended and now specifies:

6. A method comprising the steps of
providing a base, the base having a front surface and a rear surface opposite the front surface;
providing an extension attached to the front surface of the base and extending outward from the front surface of the base;
providing a first prong attached to the rear surface of the base and extending outward from the rear surface of the base, the first prong having a first tip, the first prong adapted to be

inserted into a first hole of a pegboard;

providing a second prong attached to the rear surface of the base and extending outward from the rear surface of the base, the second prong having a second tip, the second prong adapted to be inserted into a second hole of the pegboard;

wherein the first prong and the second prong are spaced apart from each other and are substantially parallel to each other;

wherein the extension has a first dimension, a second dimension, and a third dimension, wherein the first, second, and third dimensions are substantially perpendicular to one another;

wherein the first dimension is substantially greater than the second dimension and the second dimension is substantially greater than the third dimension;

wherein the extension extends outward from the front surface of the base in the first dimension;

wherein the second dimension is substantially perpendicular to a line segment which includes the first tip of the first prong and the second tip of the second prong; and

wherein the third dimension is substantially parallel to the line segment.

None of the prior art cited satisfies or suggest the limitations of amended claim 6. Claim 6 is submitted to be allowable for at least the foregoing reasons. Claims 7-8, and 10-13 are dependent on claim 6 and are submitted to be allowable for at least the same reasons and claims 7-8 and 10-13 show further limitations which at least in combination with other limitations are not shown by the cited prior art.

Claim 9 has been amended and now specifies:

9. An apparatus comprising

a first package having an enclosure attached to a first backing;

wherein the first backing has a first slot, a second slot, a top, a bottom, a first side, and a second side opposite the first side;

wherein the first slot and the second slot are located nearer the first side than the second side and the first slot and the second slot are substantially parallel to the first side;

wherein the first slot is located nearer the top than the bottom;

wherein the second slot is located nearer the bottom than the top;

wherein the first slot and the second slot are substantially the same size and are adapted to have an extension inserted through them.

In one embodiment of the present application, a first package 100 is disclosed having an enclosure 112 attached to a first backing 102. (Present application, Fig. 2B; pg. 4, first paragraph – pg. 5, third paragraph) The first backing 102 has a first slot, such as 108, a second slot, such as 110, a third slot, such as 104, and a fourth slot, such as 106. (Id.) The first backing 102 has a

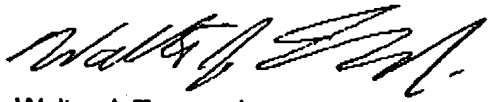
top, a bottom, a first side, and a second side opposite the first side. (Id.) The first slot 108 and the second slot 110 are located nearer the first side than the second side and the first slot 108 and the second slot 110 are substantially parallel to the first side. (Id.) The first slot 108 is located nearer the top than the bottom and the second slot 110 is located nearer the bottom than the top. (Id.) The first slot 108 and the second slot 110 are substantially the same size and are adapted to have an extension (such as 25) inserted through them.

The prior art cited does not show at least the combination of limitations of amended claim 9. Claim 9 is submitted to be allowable for at least the foregoing reasons. Claims 19-20 are dependent on claim 9 and are submitted to be allowable for at least the same reasons as claim 9. Claims 19-20 also include further limitations which at least in combination are not shown by the prior art cited.

**III. Conclusion**

Claims 1-20 are respectfully submitted to be in a condition for allowance. Favorable reconsideration of this application, as amended, is respectfully requested.

Respectfully submitted,



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